

To: I.B.S. stations of the Middle Atlantic Region(#3)
From: Gordon McIntyre, Regional Representative
Re: Region # 3 Fall Meeting, Saturday, December 9, 1950

Hello there. . . .

I am writing this letter so that ^{those}/who attended the I.B.S. Region Three meeting on Saturday, December 9, 1950 will have a record of what occurred. This letter will also serve to inform those who were not able to attend as to what was accomplished.

Various representatives started pouring into WRTI, and by 10:00 A.M. some 27 of them had assembled in Studio B. There were three delegates from Penn State, five from Rutgers, four from Univ. of Pa., one from Villanova, one from N.Y.U., three from Columbia, one from Swarthmore, two from Haverford, two from Bryn Mawr, and four from Temple. In addition to these student delegates, Mr. David Borst, Operations Manager of I.B.S., Dr. Harold Nelson, Speech Dept. of Penn State and Mr. John B. Roberts of the Temple Radio Department were present.

The morning session was devoted to an informal discussion of general broadcasting problems. At noon, we adjourned for lunch. The afternoon schedule began with a brief talk by Mr. Roberts about the history and background of I.B.S., followed by a complete operations report from Mr. Borst. He spoke about the state of the system, the new regulations of F.C.C., and the proposed plan of I.B.S. for college broadcasting, and provisions for national account advertising for I.B.S. In addition, Mr. Borst advised us to hold the regular I.B.S. meeting with the non-member stations included, which suggestion was adopted.

Below are the decisions and policies arrived at:

1. To keep in closer contact with one another, an interstation news letter was set up, providing that every month, each station is to send 12 copies of a letter telling about their activities to WRTI (Address: WRTI, Temple University, Box 413, Phila. 22, Pa.) We will compile the letters, and send each station, plus Mr. Borst, a copy of those letters received from the others. The letter for February must be at Temple by Jan. 5 (The letter for March must be here by Feb. 5, and so on). There will be no letter for June (and the rest of the summer months), and the October (1951) letter will be sent out by the Regional Director.
2. I am writing, with the help of Walter Hofer (N.Y.U.) to recording companies to have them send a copy of each release to all the member stations of Region Three.
3. A program exchange service on a voluntary basis was set up. Any program which is of notable value is to be sent to Temple U. and then the "round robin" schedule will be set up. (If tapes are sent, either Temple or Swarthmore will put them on discs); all programs will be judged by the Radio Faculty of Temple Univ. and the best ten will be sent to Howard Hanson, programming director of I.B.S., who will select the best one and award a prize to the station responsible. Only member stations can compete for the prize, and only member stations will have the postage entailed paid by I.B.S.

However, all stations are invited to sent programs, and any program type can be submitted.

4. Les Kinder (Sales Manager, WRTI) is being sent to New York to work with a representative of WNYU (Along with a representative from Univ. Of Pa. possibly) to try to get some national advertising accounts for the member stations of Region Three and those non-member stations who attended the mtg.

5. Elections were held and I was voted (against tremendous competition) Regional Director until the Spring meeting when elections will be held again. I would like to thank those concerned for favoring me in such a way, and with your help, I hope to justify your decision.

Mr. Roberts was very kind in recommending several books that might help those people concerned with college radio to run their stations more efficiently and professionally. In case you were unable to copy all the names down, we have included them herein.

"Handbook of Radio Production"--Eric Barnouw	(D.C.Heath Co.,Boston, 1949)
"Handbook of Broadcasting (3rd Ed.)--Abbott	(McGraw-Hill, N.Y.&London,1941)
"Handbook of Radio Writing"--Eric Barnouw	(Little,Brown & Co. 1939)
"News by Radio"--Charnley	(MacMillan Co., 1948)
"Radio Production & Directing"--Albert Crews	(Houghton Mifflin Co., 1944)
"Advertising & Business Side of Radio"--Midgley	(Prentice Hall, N.Y., 1948)
"Technique of Radio Writing"--Weaver	(Prentice Hall, N.Y., 1948)

In case any of you are interesting in the mailing addresses of the stations represented in this area, they are:

Temple U.-WRTI-Box 413, Philadelphia 22, Pa. (Ruth Steinberg)
Columbia U.-WKCR-405 John Jay Hall, New York 27, N.Y. (John C. Over)
Haverford College-WHRC-Union Hall, Haverford, Pa. (Daniel W. Hardy)
Swarthmore College-WSRN-Swarthmore, Pa. (Kenneth Kurtz)
Gettysburg College-WWGC-Gettysburg, Pa. (John A. Muth)
Lehigh Univ.-WLRN-Drown Hall, Bethlehem, Pa. (William M. Nancarrow)
Rutgers-WRSU-Box 155, New Brunswick, N.J. (Shelley Morland)
Univ. of Pa.-WXPB-Houston Hall, Phila. 4, Pa. (Curt Reitz)
Villanova-Box 759, Villanova, Pa. (Mr. Breninghouse)
N.Y.U.-WNYU-University Heights, Bronx, N.Y. (Walter Hofer)
Bryn Mawr-WBMC-Bryn Mawr, Pa. (Maryann Holmes)
Penn State-State College, Pa. (Dr. Harold E. Nelson)

Please don't forget to send me the following information immediately:

(1) Rate card (2) Coverage data (3) Names and descriptions of shows you would like to get sponsors for.

Well, that's about all I have to tell you, so GOOD BROADCASTING, and good luck.

Sincerely,

Gordon McIntyre

Gordon McIntyre
Programming Director-WRTI
Director of Region Three-IBS